

# EXHIBIT E



A.B. Data, Ltd.  
Class Action Administration Company  
600 A.B. Data Drive  
Milwaukee, WI 53217

## Notice Plan

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*In re Pork Antitrust Litigation (Indirect Purchaser Actions)*

No. 18-cv-01776-JRT-HB

United States District Court for the District of Minnesota

June 1, 2021

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# **CASE BACKGROUND AND CLASS DEFINITION**

## CASE BACKGROUND AND CLASS DEFINITION

This Notice Plan is submitted by A.B. Data, Ltd. (“A.B. Data”) to outline the efforts that will be made to provide notice of a proposed class action Settlement to potential Settlement Class Members.

The exact number of Settlement Class Members is unknown; however, Counsel estimates approximately 60 million Settlement Class Members. Data from the marketing research firm MRI-Simmons<sup>1</sup> shows that 205,173,000 have used fresh or frozen pork chops or roasts, bacon, sausage, or ham products in the past 6 months.

2019 Statista data shows that 77% of U.S. households purchased fresh pork products, with 97% purchasing fresh or processed pork products<sup>2</sup>. With potentially millions of Settlement Class Members nationwide, joinder is impracticable.

As stated in Rule 23(c)(2)(B) of the Federal Rules of Civil Procedure, “individual notice to all members who can be identified through reasonable effort” is the best notice option. Counsel estimates that they will receive the contact data for approximately 5 million Settlement Class Members from retail sources that can be used to serve direct notice. Since individual notice to all Settlement Class Members is not an option, a paid-media Notice Plan is necessary to reach unidentified Settlement Class Members.

The Settlement Class is defined as the following:

All persons and entities who purchased pork indirectly from any of the Defendants or any co-conspirator, or their respective subsidiaries or affiliates, for personal use in the United States from January 1, 2009, through April 2, 2021.

Specifically excluded from the Settlement Class are the Defendants; the officers, directors, or employees of any Defendant; any entity in which any Defendant has a controlling interest; and any affiliate, legal representative, heir, or assign of any Defendant. Also excluded from this Settlement Class are any federal, state, or local governmental entities, any judicial officer presiding over this action and members of his/her immediate family and judicial staff, and any juror assigned to this action.

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<sup>1</sup> MRI-Simmons (formerly known as GfK MRI) Survey of the American Consumer is the country’s largest, most comprehensive, and most reliable consumer and media and product/service usage database. Data from MRI’s Survey of the American Consumer, conducted continuously since 1979, are used in most media and marketing plans written in the United States. The firm’s multidimensional database is the largest and most reliable source for integrated media planning. About 450 U.S. advertising agencies, including 90 of the top 100, subscribe to MRI Research, as does A.B. Data; and more than 200 national marketers access the MRI database. MRI-Simmons offers the most detailed and representative picture of U.S. demographics and lifestyles, including information on usage of nearly 6,000 product and service brands across 550 categories, the magazines and newspapers audiences read, the websites they look at, the television programs they watch, and the radio stations they listen to. MRI has been accredited by the Media Ratings Council (“MRC”) since 1988. MRC requires its members to disclose all the methodological aspects, meet MRC standards for rating research, and submit to MRC-designed audits.

<sup>2</sup> <https://www.statista.com/statistics/1051294/american-consumers-buying-pork-by-type/#:~:text=As%20of%202019%2C%20about%2096,the%20United%20States%20bought%20pork.>

# NOTICE PLAN OVERVIEW

## NOTICE PLAN OVERVIEW

### Plan Components

This document outlines the process for providing notice for the case *In re Pork Antitrust Litigation (Indirect Purchaser Actions)* to potential Settlement Class Members (the “Notice Plan”). This plan is consistent with the requirements set forth in Rule 23 of the Federal Rules of Civil Procedure.

After thorough research of the demographics of potential Settlement Class Members using MRI-Simmons, A.B. Data has identified adults age 25+ as the primary buying target audience.

A.B. Data recommends the following elements in the Notice Plan:

- Direct notice by email
- Digital media – display ads;
- Social media – newsfeed ads;
- Google AdWords – search;
- Earned media

These paid media components, which will include online platforms, social media, and earned media vehicles, are all specifically targeted for and will reach unidentified potential members of the Settlement Class. A dedicated informational case website and Facebook page will be developed to complement the Notice Plan and to ensure Settlement Class Members’ easy access to updated information. Detailed information about each component of the Notice Plan and its coverage of the target audience in this case appears in the Digital Media Analysis and Recommendation section of this plan.

### Notice Plan Summary

Medium	Description
Direct Notice:	<ul style="list-style-type: none"> <li>• Email <ul style="list-style-type: none"> <li>○ Contact data for approximately 5 million Settlement Class Members</li> </ul> </li> </ul>
Digital/Social Media: 340 million impressions	<ul style="list-style-type: none"> <li>• Google Display Network</li> <li>• Facebook</li> <li>• Instagram</li> <li>• YouTube</li> <li>• Google AdWords/Search <ul style="list-style-type: none"> <li>▪ Behavioral, contextual, predictive modeling strategies</li> <li>▪ Newsfeed ads</li> <li>▪ Links and traffic tracked via Google Analytics</li> <li>▪ Spanish-language digital media</li> </ul> </li> </ul>
Earned Media	<i>PR Newswire</i> <ul style="list-style-type: none"> <li>• US1 National newswire</li> <li>• Hispanic Newswire</li> </ul>

Medium	Description
	<ul style="list-style-type: none"> <li>Tweeted via <i>PR Newswire</i> and A.B. Data Twitter accounts</li> </ul>

### Delivery and Due Process

This Notice Plan will deliver an estimated reach of 81.1% to the target audience of adults age 25+, as calculated by MRI, Comscore<sup>3</sup>, and A.B. Data media professionals.

The notice efforts described herein reflect a strategic, microtargeted, and contemporary method to deploy Notice to Settlement Class Members. The Notice Plan provides a reach and frequency similar to those that Courts have approved and are recommended by The Federal Judicial Center's *Judges' Class Action Notice and Claims Process Checklist and Plain Language Guide*, which considers reach among class members that exceeds 70% to be reasonable.

The Notice Plan described in this document is consistent with notice plans that A.B. Data has developed and have been approved by courts and implemented for other antitrust matters with regard to the methods and tools for developing notice plans.

This Notice Plan meets due-process requirements.

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<sup>3</sup> Comscore is a global internet information provider on which leading companies and advertising agencies rely for consumer behavior insight and internet data usage. Comscore maintains a proprietary database of more than 2 million consumers who have given Comscore permission to monitor their browsing and transaction behavior, including online and offline purchasing.



# **PAID-MEDIA PLANNING METHODOLOGY**

## PAID-MEDIA PLANNING METHODOLOGY

This Notice Plan has been developed to reach Settlement Class Members effectively and efficiently and seeks to do the following:

1. Identify the demographics of Settlement Class Members through the use of syndicated and/or peer-reviewed, accredited research to establish a primary target audience;
2. Outline the methodology for selecting the media vehicles recommended and their relationship to product/service purchase and usage by the target audience; and
3. Provide results that quantify for the Court the adequacy of the Notice based upon recognized tools of media measurement.

The first step taken to develop the paid Notice Plan involves determining the demographics of potential Settlement Class Members and defining the target audience. Media quintile usage data was analyzed next, along with the ability of each advertising medium to provide cost-efficient coverage of the target audience, to develop the direction of the Notice Plan, *i.e.*, whether notification is best done through print, online, broadcast, and/or some other methodology.

A.B. Data used reach and frequency as the standards upon which to measure whether this is an effective Notice Plan. Reach and frequency are the two primary measurements used to quantify the delivery of a proposed Notice Plan to a defined target audience. Below are the definitions of these terms as they relate to paid media.

- *Reach* – expressed as a percentage, a measurement of a target audience that was exposed at least one time to a specific media message or combination of media messages, whether via print, broadcast, online, outdoor, etc., media, within a given time period.
- *Frequency* – the estimated average number of opportunities a member of the target audience sees the Notice during the campaign.

A.B. Data used these analytical tools, provided by Comscore and MRI, to determine the publications/websites selected and the number of insertions/impressions to be purchased. MRI is the leading supplier of multimedia audience research in the United States. As a nationally accredited research firm, it presents a single-source measurement of major media, products, services, and consumer demographic, lifestyle, and psychographic characteristics.

## TARGET AUDIENCE

## TARGET AUDIENCE

To define the Settlement Class and develop the primary target audience for this case, we examined accredited marketing data from MRI for adults whose households used pork chops or other pork meat Fresh/Frozen or Pork roasts or bacon and breakfast strips or sausage or cold cuts or ham or salami or cooked hams in the Past 6 Months. See Appendix 1 for the complete results of the syndicated data from MRI regarding this demographic group.

Below is a summary of some of the key statistics of people in this category.

<b>Demographics</b>	<b>Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams</b>
Men	48.3%
Women	51.7%
Age 25-34	17.1%
Age 35-44	16.4%
Age 45-54	16.9%
Age 55-64	17.3%
Age 65+	21.0%
Graduated High School Only	29.0%
Some College or Associate Degree	28.6%
Bachelor's degree or Post-graduate degree	31.5%
Household Income: Under \$20,000	10.2%
\$20,000 - \$40,000	15.2%
\$40,000 - \$60,000	14.7%
\$60,000 - \$75,000	9.9%
\$75,000+	50.1%
\$100,000+	35.9%
Wage Earner: Sole Earner	16.1%
Wage Earner: Primary Earner	21.1%
Wage Earner: Secondary Earner	24.7%

<b>Demographics</b>	<b>Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams</b>
Not Employed/Retired	38.2%
Now Married	54.8%
Widowed/Divorced	18.0%
Living with Partner/girlfriend/boyfriend	9.3%
Home Owned	67.8%
Spanish, Hispanic, or Latino Descent	15.9%
Spanish Spoken in Home	16.8%
A County	40.7%
B County	30.3%
C County	14.8%
D County	14.2%
White *	76.2%
Black/African-American *	12.5%
Asian *	2.9%
Other Race/Multiple Classifications *	9.6%

\*May add up to more than 100%, as people could select as many classifications as applied.

Based on the data for Households/Adults that have purchased any of the different pork products, it is noted that the target audience will have the following characteristics:

- Age 25 and older;
- Attended or graduated from college;
- Homeowners;
- Married or living with their partner;
- Working full or part time;
- Live in larger metropolitan areas.

## **MEDIA-USAGE ANALYSIS**

## MEDIA-USAGE ANALYSIS

Everybody is exposed to and consumes media differently, sometimes with daily changes. However, we all develop patterns to our media consumption. And those patterns become our individual media habits. MRI divides those habits into five categories of media usage, from heavy consumption of media to light users of a media type. These five categories are defined by Quintiles ranked from 1 to 5, with Quintile 1 representing the heaviest user of a media vehicle and Quintile 5 representing a light user.

The media usage of the target audience in each Quintile is expressed as an index. An index of 100 is an average usage of a particular medium. Therefore, an index above 100 indicates a heavier usage of the medium than that of the average adult, and an index below 100 indicates a lighter usage of the medium than that of the average adult.

Media vehicles in the Quintile analysis summarized below include magazines, newspapers and newspaper supplements, radio, television, and the internet.

Media Indices	Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams
<b>Magazines</b>	
Quintile 1	101
Quintile 2	102
<b>Newspapers and Supplements</b>	
Quintile 1	101
Quintile 2	100
<b>Radio</b>	
Quintile 1	100
Quintile 2	100
<b>Television</b>	
Quintile 1	104
Quintile 2	101
<b>Digital/Internet</b>	
Quintile 1	97
Quintile 2	100

Appendix 2 includes the entire media Quintile analysis for the category “Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams.”

Based upon the demographic analysis and the media Quintile results, targeted digital and social media will be utilized to reach potential Settlement Class Members.



# **DIGITAL-MEDIA ANALYSIS AND RECOMMENDATION**

## DIGITAL-MEDIA ANALYSIS AND RECOMMENDATION

MRI provides data on internet usage by asking survey respondents about their online usage during the 30 days prior. According to the 2020 MRI survey, 89.4% of “Adults Who Purchased Pork Products” used the Internet during the last 30 days. Below is an overview of Internet usage including the devices used to access the internet and the types of online activities in which they participate. For a complete list of Internet usage activities, please refer to Appendix 3.

<b>Internet Usage</b>	<b>Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams</b>
Looked at/used internet in the last 30 days	89.4%
Have internet access at home	91.7%
<b>Devices Used to Access the Internet</b>	
Desktop computer	40.9%
Laptop or Netbook	50.0%
iPad or tablet	32.7%
Smartphone	81.4%
Television	23.2%
<b>Online Activities</b>	
Obtained financial information	32.3%
Paid bills online	57.3%
Used email	76.2%
Used Instant Messenger	71.2%
Made a purchase for personal use in past 30 days	58.0%
Played games in past 30 days	33.9%
Obtained the latest news/current events in past 30 days	48.8%
Obtained sports news in past 30 days	30.3%
Obtained medical information in past 30 days	32.3%
Looked for recipes online in past 30 days	44.1%

<b>Internet Usage</b>	<b>Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams</b>
Looked up movie listings	21.6%
Watched a movie online	31.3%
Shared photos through internet website	34.0%

Because the internet is such an integral part of the lives of the target audience, it is recommended that online media drive the proposed Notice Plan. Digital media will have national coverage including Hawaii, Alaska, and the territories and possessions.

A.B. Data recommends using a variety of top websites and social media applications, enabling maximum exposure opportunities to reach the target audience. Additionally, websites and apps with audiences that include large percentages of the specific target audience will be selected. Delivery of internet impressions to specific sites and categories, such as recipes, cooking, and healthy living, will be part of the negotiations.

Following is a summary of the search engines and websites used most frequently by the target audience. A complete list of search engines and websites reviewed by MRI is included in Appendix 4.

<b>Search Engines/Websites Visited</b>	<b>Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams</b>
<b>Search Engines Used</b>	
Google	83.5%
Yahoo!	18.4%
<b>Websites Visited</b>	
WebMD	23.2%
Wikipedia	23.9%
CNN	15.7%
FOX News	15.2%
ESPN	17.8%
Zillow	16.7%

<b>Search Engines/Websites Visited</b>	<b>Households/Adults used in the Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams</b>
Amazon	55.9%
eBay	18.4%
Google Maps	41.7%
Weather	37.5%
<b>Social Media Visited</b>	
Facebook	65.3%
Facebook Messenger	51.6%
YouTube	53.6%
Instagram	33.6%
Pinterest	21.2%
Twitter	14.8%

## Digital-Media Recommendation

Among the purchasers of pork products, according to MRI-Simmons almost 90% have accessed the internet within the last 30 days spending 2-10 hours or more online daily. Digital banner ads will be targeted to potential Settlement Class Members described above. Settlement Class Member contact information provided by Lead Counsel will be used in targeting. Vegetarians and vegans will be excluded.

Based on our in-house Comscore data analysis, we recommend a mix of Internet banner and newsfeed ads to run using the Google Display Network via their thousands of websites, as well as mobile devices and apps, YouTube, Facebook, social media including Instagram, and Google AdWords (Search).

The recommended plan will have a minimum of 340 million impressions served to the target audience to deliver the necessary reach.

The digital media campaign will be implemented over a 30-day desktop and mobile plan utilizing standard IAB (Interactive Advertising Bureau) banner sizes (300 x 250, 728 x 90, 300 x 600, 320 x 50, 300 x 50). All banners and newsfeed ads will include embedded and trackable links to the case-specific website. Ad performance, links, and traffic will be tracked using Google Analytics and Facebook Pixel tracking codes, providing a way to optimize ads for traffic and registration data.

Ads will be served across multiple devices including mobile, tablet, and desktop. Ads will be placed in premium positioning on websites, ensuring they can be viewed without scrolling and easily seen when visitors first open the page.

To reach the significant Hispanic population that are potential Settlement Class Members, banner ads will also be served with Spanish-language copy on websites specifically serving the Hispanic community.

To deliver the reach goal efficiently and quickly, a very low frequency cap will be implemented so devices will not be served the ad multiple times.

The following websites/networks and social media will be reviewed and evaluated for this campaign:



- Adults in this demographic primarily use Google for viewing websites, maps, email, and other applications.
- Google allows for the purchase of relevant content where we want the banner ads to appear.
- Behavioral and audience look-alike targeting can be very effective on Google-owned platforms in reaching unidentified potential Settlement Class Members.
- A mix of display banner and mobile ad sizes will be utilized.



- Very popular app among people in this demographic target with over 53% of pork users accessing YouTube within the past 30 days.
- Affinity targeting will be implemented based on users' interests and habits, *i.e.*, viewers of cooking shows, BBQ competitions, and other similar videos.
- We can implement dynamic prospecting and have our ads served to new users who are searching for videos similar to cooking shows.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- A case Facebook page will be developed so newsfeed ads can drive potential Settlement Class Members to the case-specific page and case website. The case Facebook page will be kept current with case news and documents.
- The most popular social media platform, with over 65% of adults in the target demographic visiting Facebook in the last 30 days. Many are frequent users of the network, using it to post photos and videos, send messages, and visit the pages of friends.
- Facebook allows specific demographic targeting beyond sex/age, including targeting adults who are followers of cooking shows, BBQ events and information, who are bacon lovers, plus many others.



- Mobile newsfeed ads will drive potential Settlement Class Members to the case-specific page and case website.
- Instagram is one of the more popular social media sites within the target demographic, reaching 33% of pork users.
- Instagram users can be targeted by location, interests, behaviors, and other demographic characteristics to effectively reach potential Settlement Class Members.



- More than 80% of the target demographic used Google to search for information in the past 30 days.
- Google allows the purchase of relevant content where we want the banner ads to appear. For example, we can select websites that feature pork/ham cooking information or bacon and sausage recipes.
- Google AdWords text ads will be placed on relevant keyword searches to “pork,” “ham,” “ribs,” “bacon,” “sausage,” and many other key terms.

The digital media placements will be chosen, first to meet audience notification requirements, and secondly to achieve maximum engagement with the ads. Campaigns and creative will be optimized to drive potential members of the Settlement Class to register on the website. Several campaign optimization strategies will be utilized, including:

Digital Media Strategy	Digital Media Tactics
Mobile In-App	Targeting users inside mobile applications that fit into our data pools. This could include cooking or recipe apps, game apps, weather apps, or entertainment/event apps.
Mobile – Websites	Targeting phones and tablets whose users are visiting websites that are contextually relevant or websites being visited by relevant users in our data pool.
Contextual	Targeting websites with relevant content and context, such as cooking with pork, BBQ, or recipe websites.
Behavioral	Targeting user IDs whose owners have shown activity in the target data pools, such as those interested in cooking websites.
Predictive Modeling	Using “look-alike” modeling to target user IDs whose owners have strong similarities to users who previously clicked through to the case website.

Vegetarians and vegans will be eliminated from all targeting.

A.B. Data employs a fully staffed digital buying team to manage all digital and social media programs in-house for the greatest control and oversight. During the course of the digital notice schedule dates, A.B. Data’s digital media experts will monitor the success, conversions, and activity associated with the digital and social media campaigns and will optimize the number of impressions delivered across each platform to achieve maximum engagement and efficiency. A.B. Data’s digital media experts have

the following certifications:

- Facebook's Certified Digital Marketing Associate Certification
- Google Ads Display Certification
- Google Ads Search Certification

With this level of expertise, digital and social media campaigns are assured impressions are delivered to the target audience efficiently and effectively, with online ad verification and minimal threat of bot-traffic and inappropriate content.



# **EARNED-MEDIA NOTICE RECOMMENDATION**

## **EARNED-MEDIA NOTICE RECOMMENDATION**

In addition to the digital and social media components of the Notice Plan, it is recommended that a news release regarding the case be run via *PR Newswire*'s US1 Newsline. This case will gain more attention when the general-market media become aware of this news. The news release will be distributed via *PR Newswire* to more than 10,000 newsrooms across the United States, including those in general-market print, broadcast, and digital media. The news release will also be translated into Spanish and published on *PR Newswire*'s National Hispanic Newsline.

News about the case will also be broadcast to the news media via Twitter. It will be tweeted from *PR Newswire*'s and A.B. Data's Twitter accounts to thousands of news media and other followers. The news release will also assist with driving search engine results, which will help increase traffic to the case website.

## **NOTICE DESIGN STRATEGIES**

## NOTICE DESIGN STRATEGIES

The Federal Rules of Civil Procedure require notices in class action cases to be written in “plain, easily understood language.” A.B. Data is committed to adhering to the easily-understood-language requirement of Rule 23(c)(2) and Rule 23(b)(3) and this standard will be utilized in developing the Long-Form Notice and Short-Form Notice for this case.

The plain-language notices that will be developed for this plan will be designed with large, bold headlines to be easily seen by potential Settlement Class Members. The plain, easily understood language in the text of the notices will offer potential Settlement Class Members the opportunity to read it at their leisure, helping ensure they understand the subject of the case, the steps they must take to join the Settlement Class, and the legal rights of all Settlement Class Members.

The Short-Form Notice will prominently display a case website address, a toll-free telephone number, and a mailing address so potential Settlement Class Members may review the detailed notice and other information available regarding the case.

The online social media and banner ads will be designed to alert potential Settlement Class Members about the case. The ads will each include a link to the case website or case Facebook page so potential Settlement Class Members may click on it and go directly to the website for answers and other case information. A.B. Data strongly recommends including product or usage photos as part of the internet, social media, and banner ads to increase awareness, generate interest, and increase the click-through rate to the website.

### Sample Banner Ads



## **APPENDICES 1-4**

**Appendix 1****Pork Antitrust MRI Data****Audience Demographic: Households: Used in Last 6 Months: Pork (Chops) or Other Pork**

	<u>Audience (000)</u>	<u>% Coverage</u>	<u>% Composition</u>	<u>Index</u>
Adults	205,173	82.02	100.00	100
Men	99,068	82.00	48.28	100
Women	106,106	82.05	51.72	100
Parent (of child currently living with respondent)	60,676	83.40	29.57	102
Highest Degree Received by Respondent: 12th grade or less (did not graduate high school)	22,452	82.43	10.94	100
Highest Degree Received by Respondent: Graduated high school or equivalent	59,431	83.07	28.97	101
Highest Degree Received by Respondent: Some college, no degree	36,739	83.12	17.91	101
Highest Degree Received by Respondent: Associate degree	21,995	83.63	10.72	102
Highest Degree Received by Respondent: Bachelor's degree	40,938	80.55	19.95	98
Highest Degree Received by Respondent: Post-graduate degree	23,618	78.64	11.51	96
Highest Degree Received by Respondent: Some college (no degree) OR Associate degree	58,734	83.31	28.63	102
Highest Degree Received by Respondent: Bachelor's degree OR Post-graduate degree	64,556	79.84	31.46	97
Age 18-24	23,035	78.17	11.23	95
Age 25-34	35,099	77.97	17.11	95
Age 35-44	33,724	82.65	16.44	101
Age 45-54	34,763	83.39	16.94	102
Age 55-64	35,423	84.66	17.26	103
Age 65+	43,129	84.03	21.02	102
Adults 18-34	58,134	78.05	28.33	95
Adults 18-49	109,034	80.19	53.14	98
Adults 25-54	103,587	81.24	50.49	99
Adults 35-54	68,488	83.03	33.38	101
Men 18-34	29,133	78.02	14.20	95
Men 18-49	54,093	80.08	26.36	98
Men 25-54	50,886	80.82	24.80	99
Men 35-54	33,436	82.67	16.30	101
Women 18-34	29,001	78.09	14.14	95
Women 18-49	54,940	80.30	26.78	98
Women 25-54	52,701	81.65	25.69	100
Women 35-54	35,052	83.37	17.08	102
Employment: Working full time	101,253	81.57	49.35	99
Employment: Working part time	25,645	80.80	12.50	99
Employment: Not working	78,276	83.04	38.15	101
Occupation: Professional and related occupations	29,487	80.20	14.37	98
Occupation: Management, business and financial operations	21,832	82.29	10.64	100
Occupation: Sales and office occupations	25,453	80.89	12.41	99

**Appendix 1****Pork Antitrust MRI Data****Audience Demographic: Households: Used in Last 6 Months: Pork (Chops) or Other Pork**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Occupation: Natural resources, construction and maintenance occup.	11,677	84.06	5.69	102
Occupation: Other employed	38,449	81.43	18.74	99
Individual Employment Income: \$200,000+	3,551	81.00	1.73	99
Individual Employment Income: \$150,000-\$199,999	3,519	78.43	1.72	96
Individual Employment Income: \$100,000-\$149,999	11,132	80.91	5.43	99
Individual Employment Income: \$75,000-\$99,999	13,167	80.88	6.42	99
Individual Employment Income: \$60,000-\$74,999	13,238	82.90	6.45	101
Individual Employment Income: \$50,000-\$59,999	10,907	81.93	5.32	100
Individual Employment Income: \$40,000-\$49,999	14,149	80.65	6.90	98
Individual Employment Income: \$30,000-\$39,999	16,908	81.65	8.24	100
Individual Employment Income: \$20,000-\$29,999	16,269	81.75	7.93	100
Individual Employment Income: Under \$20,000	24,058	81.47	11.73	99
Wage Earner Status: Not employed	78,276	83.04	38.15	101
Wage Earner Status: Sole earner	32,976	77.56	16.07	95
Wage Earner Status: Primary earner	43,324	82.49	21.12	101
Wage Earner Status: Secondary earner	50,598	83.17	24.66	101
Household Income: \$250,000+	9,678	80.74	4.72	98
Household Income: \$200,000-\$249,999	9,029	82.46	4.40	101
Household Income: \$150,000-\$199,999	19,039	83.30	9.28	102
Household Income: \$100,000-\$149,999	35,911	82.83	17.50	101
Household Income: \$75,000-\$99,999	29,032	83.73	14.15	102
Household Income: \$60,000-\$74,999	20,368	83.13	9.93	101
Household Income: \$50,000-\$59,999	14,804	82.55	7.22	101
Household Income: \$40,000-\$49,999	15,403	82.35	7.51	100
Household Income: \$30,000-\$39,999	16,554	83.75	8.07	102
Household Income: \$20,000-\$29,999	14,538	78.17	7.09	95
Household Income: Under \$20,000	20,816	77.64	10.15	95
Household Income: \$150,000+	37,746	82.43	18.40	100
Household Income: \$100,000+	73,657	82.62	35.90	101
Household Income: \$75,000+	102,689	82.93	50.05	101
Household Income: \$60,000+	123,058	82.97	59.98	101
Household Income: \$50,000+	137,862	82.92	67.19	101
Household Income: \$40,000+	153,265	82.86	74.70	101
Household Income: \$30,000+	169,819	82.95	82.77	101
Total Net Worth of All HH Members: \$1,000,000+	20,789	82.15	10.13	100
Total Net Worth of All HH Members: \$500,000-\$999,999	33,630	84.44	16.39	103
Total Net Worth of All HH Members: \$250,000-\$499,999	51,562	84.11	25.13	103
Total Net Worth of All HH Members: \$100,000-\$249,999	42,380	83.35	20.66	102
Total Net Worth of All HH Members: Under \$100,000	56,813	77.98	27.69	95

**Appendix 1****Pork Antitrust MRI Data****Audience Demographic: Households: Used in Last 6 Months: Pork (Chops) or Other Pork**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Census Region: North East	35,480	80.17	17.29	98
Census Region: South	78,989	82.87	38.50	101
Census Region: Midwest	44,099	84.12	21.49	103
Census Region: West	46,605	80.16	22.71	98
Marketing Region: New England	9,459	80.89	4.61	99
Marketing Region: Mid Atlantic	29,912	78.93	14.58	96
Marketing Region: East Central	24,957	85.30	12.16	104
Marketing Region: West Central	29,984	82.71	14.61	101
Marketing Region: Southeast	43,547	82.73	21.22	101
Marketing Region: Southwest	26,497	84.11	12.91	103
Marketing Region: Pacific	40,816	80.20	19.89	98
Mediamarkets: Top 5	39,299	76.55	19.15	93
Mediamarkets: Next 5	21,995	79.93	10.72	97
Mediamarkets: New York	12,675	74.82	6.18	91
Mediamarkets: Los Angeles	11,344	77.58	5.53	95
Mediamarkets: Chicago	5,969	79.74	2.91	97
Metropolitan CBSA	175,025	81.28	85.31	99
Micropolitan CBSA/unassigned	30,148	86.65	14.69	106
County Size: A	83,525	79.04	40.71	96
County Size: B	62,199	83.62	30.32	102
County Size: C	30,270	83.37	14.75	102
County Size: D	29,180	86.38	14.22	105
Marital Status: Never married	55,896	77.63	27.24	95
Marital Status: Now married	112,445	85.09	54.80	104
Marital Status: Legally separated/widowed/divorced	36,833	80.10	17.95	98
Marital Status: Engaged	9,349	81.05	4.56	99
Living w/partner/fiance/boyfriend or girlfriend (same or opposite sex)	19,124	81.77	9.32	100
Married in last 12 months	4,155	81.74	2.03	100
Household size: 1	26,561	73.44	12.95	90
Household size: 2	67,834	83.24	33.06	101
Household size: 3-4	75,759	83.19	36.92	101
Household size: 5+	35,021	84.57	17.07	103
Children: Any	78,432	83.67	38.23	102
Children: 1	32,305	83.21	15.75	101
Children: 2	27,495	83.57	13.40	102
Children: 3+	18,632	84.64	9.08	103
Child Age: <12 months	7,220	79.79	3.52	97
Child Age: 12-23 months	6,476	82.45	3.16	101
Child Age: <2 years	13,225	81.01	6.45	99



**Appendix 1****Pork Antitrust MRI Data****Audience Demographic: Households: Used in Last 6 Months: Pork (Chops) or Other Pork**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Child Age: <6 years	34,216	82.22	16.68	100
Child Age: 2-5 years	26,598	82.37	12.96	100
Child Age: 6-11 years	37,545	85.20	18.30	104
Child Age: 12-17 years	39,216	84.46	19.11	103
Life Cycle: Respondent 18-34 1 person household	3,393	62.95	1.65	77
Life Cycle: Respondent 18-34 married no kids	4,466	75.57	2.18	92
Life Cycle: Respondent 18-34 married young child under 6	10,233	81.03	4.99	99
Life Cycle: Respondent 18-34 married young child 6-17	2,782	83.71	1.36	102
Life Cycle: Balance of respondents 18-34	37,260	78.89	18.16	96
Life Cycle: Respondent 35-49 1 person household	3,485	71.87	1.70	88
Life Cycle: Respondent 35-49 married no kids	6,968	81.90	3.40	100
Life Cycle: Respondent 35-49 married young child under 6	10,423	84.42	5.08	103
Life Cycle: Respondent 35-49 married young child 6-11	9,555	84.70	4.66	103
Life Cycle: Respondent 35-49 married young child 12-17	6,855	85.72	3.34	105
Life Cycle: Balance of respondents 35-49	13,615	82.50	6.64	101
Life Cycle: Respondent 50+ 1 person household	18,679	75.90	9.10	93
Life Cycle: Respondent 50+ married no kids	50,595	87.17	24.66	106
Life Cycle: Respondent 50+ married w/kids	10,569	87.19	5.15	106
Life Cycle: Balance of respondents 50+	16,297	83.98	7.94	102
Years at Present Address: Under 1 year	29,025	77.06	14.15	94
Years at Present Address: 1-4 years	58,513	80.24	28.52	98
Years at Present Address: 5+ years	117,635	84.30	57.33	103
Home Owned	139,074	84.34	67.78	103
Home Value: \$500,000+	21,089	80.87	10.28	99
Home Value: \$200,000-\$499,999	65,129	85.00	31.74	104
Home Value: \$100,000-\$199,999	34,555	85.18	16.84	104
Home Value: \$50,000-\$99,999	12,203	85.59	5.95	104
Home Value: Under \$50,000	6,098	82.65	2.97	101
Race: White	156,284	83.77	76.17	102
Race: Black/African American	25,617	78.87	12.49	96
Race: American Indian or Alaska Native	2,271	78.41	1.11	96
Race: Asian	5,937	64.71	2.89	79
Race: Other	19,806	78.47	9.65	96
Race: White only	152,711	83.95	74.43	102
Race: Black/African American only	24,145	79.12	11.77	96
Race: Other race/Multiple classifications	28,317	75.08	13.80	92
Spanish Spoken in Home (Most Often or Other)	34,434	79.60	16.78	97
Hispanic Respondent Personally Speaks at Home: Only English	5,737	81.79	2.80	100
Hispanic Respondent Personally Speaks at Home: Mostly English, but some Spanish	7,786	79.86	3.79	97

**Appendix 1****Pork Antitrust MRI Data****Audience Demographic: Households: Used in Last 6 Months: Pork (Chops) or Other Pork**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>% Composition</u>	<u>Index</u>
Hispanic Respondent Personally Speaks at Home: Only Spanish	9,396	80.77	4.58	98
Hispanic Respondent Personally Speaks at Home: Mostly Spanish, but some English	7,939	77.10	3.87	94
Hispanic Respondent Personally Speaks at Home: Both English and Spanish equally at home	1,684	86.86	0.82	106
Hispanic Respondent Personally Speaks at Home: Other	* 12	20.63	0.01	25
Spanish, Hispanic or Latino Origin or Descent	32,553	80.00	15.87	98
Pet owner	120,203	83.98	58.59	102
Dog owner	94,897	84.71	46.25	103
Cat owner	51,685	84.52	25.19	103
Generations: Gen Z (b.1997-2010) only includes respondents 18+	16,561	79.08	8.07	96
Generations: Millennials (b.1977-1996)	69,497	79.49	33.87	97
Generations: GenXers (b.1965-1976)	40,593	83.39	19.78	102
Generations: Boomers (b. 1946-1964)	59,455	84.74	28.98	103
Generations: Early Boomers (b. 1946-1955)	27,178	84.71	13.25	103
Generations: Late Boomers (b. 1956-1964)	32,277	84.76	15.73	103
Generations: Pre-Boomers (b. before 1946)	19,067	83.16	9.29	101
Respondent's Sexual Orientation: Heterosexual/Straight	194,202	82.22	94.65	100
Respondent's Sexual Orientation: NET Gay/Lesbian	3,282	78.13	1.60	95
Respondent's Sexual Orientation: NET Gay/Lesbian/Bisexual/Transgender	5,821	78.85	2.84	96
Respondent's Sexual Orientation: NET Gay/Lesbian/Bisexual/Transgender	1,568	21.25	1.37	47

\* Projections relatively unstable, use with caution

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: All

**Appendix 2****Pork Antitrust MRI Data**

**Media Quintiles and Hispanic Media: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Magazine Quintile I (Heavy)	42,001	82.92	20.47	101
Magazine Quintile II	40,743	83.39	19.86	102
Magazine Quintile III	39,377	81.70	19.19	100
Magazine Quintile IV	40,228	82.29	19.61	100
Magazine Quintile V (Light)	42,824	79.98	20.87	98
Newspaper Quintile I	41,524	83.01	20.24	101
Newspaper Quintile II	41,104	82.22	20.03	100
Newspaper Quintile III	40,872	81.42	19.92	99
Newspaper Quintile IV	40,764	81.70	19.87	100
Newspaper Quintile V	40,910	81.76	19.94	100
Radio/Audio (Weekday) Quintile I	41,055	82.25	20.01	100
Radio/Audio (Weekday) Quintile II	40,892	81.91	19.93	100
Radio/Audio (Weekday) Quintile III	41,648	83.14	20.30	101
Radio/Audio (Weekday) Quintile IV	40,819	81.67	19.89	100
Radio/Audio (Weekday) Quintile V	40,760	81.15	19.87	99
Radio/Audio (Primetime M-F 6am - 7pm) Quintile I	41,135	82.29	20.05	100
Radio/Audio (Primetime M-F 6am - 7pm) Quintile II	41,101	82.45	20.03	101
Radio/Audio (Primetime M-F 6am - 7pm) Quintile III	41,428	82.67	20.19	101
Radio/Audio (Primetime M-F 6am - 7pm) Quintile IV	40,751	81.68	19.86	100
Radio/Audio (Primetime M-F 6am - 7pm) Quintile V	40,759	81.04	19.87	99
TV (Total) Quintile I	42,911	85.61	20.91	104
TV (Total) Quintile II	41,368	82.87	20.16	101
TV (Total) Quintile III	41,574	83.19	20.26	101
TV (Total) Quintile IV	40,317	80.53	19.65	98
TV (Total) Quintile V	39,005	77.93	19.01	95
Internet Quintile I (Heavy)	39,690	79.45	19.34	97
Internet Quintile II	40,879	81.66	19.92	100
Internet Quintile III	41,762	83.44	20.35	102
Internet Quintile IV	41,358	82.59	20.16	101
Internet Quintile V (Light)	41,485	82.98	20.22	101
Outdoor Quintile I	41,181	82.62	20.07	101
Outdoor Quintile II	41,593	83.19	20.27	101

**Appendix 2****Pork Antitrust MRI Data****Media Quintiles and Hispanic Media: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Outdoor Quintile III	41,321	82.45	20.14	101
Outdoor Quintile IV	41,136	81.91	20.05	100
Outdoor Quintile V	39,941	79.94	19.47	97
TV (Primetime) Quintile I	42,369	84.64	20.65	103
TV (Primetime) Quintile II	41,919	83.51	20.43	102
TV (Primetime) Quintile III	41,362	82.79	20.16	101
TV (Primetime) Quintile IV	40,368	81.24	19.68	99
TV (Primetime) Quintile V	39,155	77.94	19.08	95
TV (Daytime) Tercile I	22,671	85.48	11.05	104
TV (Daytime) Tercile II	22,236	84.10	10.84	103
TV (Daytime) Tercile III	21,918	83.16	10.68	101
Radio: listened to any Hispanic format/last 7 days	11,501	80.43	5.61	98
Internet: visited a Spanish language website or app/last 30 days	8,645	80.02	4.21	98

\* Projections relatively unstable, use with caution

Source: 2020 Doublebase GfK MRI weighted to Population (000) -

**Appendix 3****Pork Antitrust MRI Data****Digital Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Have Internet access at home	188,223	82.16	91.74	100
Internet Service Providers (to HH): AOL	1,097	86.18	0.53	105
Internet Service Providers (to HH): AT&T	27,623	82.87	13.46	101
Internet Service Providers (to HH): CenturyLink	8,471	85.20	4.13	104
Internet Service Providers (to HH): Cox	8,753	81.46	4.27	99
Internet Service Providers (to HH): Frontier	5,007	83.83	2.44	102
Internet Service Providers (to HH): Optimum	4,348	79.41	2.12	97
Internet Service Providers (to HH): Spectrum (including Spectrum, Charter, Bright House, Time Warner Cable)	37,935	82.65	18.49	101
Internet Service Providers (to HH): Suddenlink Media	1,939	77.38	0.94	94
Internet Service Providers (to HH): Verizon or Fios by Verizon	16,983	80.20	8.28	98
Internet Service Providers (to HH): Xfinity/Comcast	41,331	80.83	20.14	99
Internet Service Providers (to HH): Any Service	187,911	82.16	91.59	100
Looked at/used Internet /last 30 days: At home	175,789	82.12	85.68	100
Looked at/used Internet /last 30 days: At work	90,927	81.09	44.32	99
Looked at/used Internet /last 30 days: At school or library	23,733	80.61	11.57	98
Looked at/used Internet /last 30 days: Another place	72,871	81.66	35.52	100
Looked at/used Internet /last 30 days: Any Internet Usage	183,484	81.97	89.43	100
Devices used to use the Internet/last 30 days: Desktop computer	83,967	82.90	40.93	101
Devices used to use the Internet/last 30 days: Laptop or Netbook computer	102,558	81.39	49.99	99
Devices used to use the Internet/last 30 days: Any computer	141,807	82.08	69.12	100
Devices used to use the Internet/last 30 days: iPad or other Tablet	67,124	82.92	32.72	101
Devices used to use the Internet/last 30 days: Cellphone or Smartphone	167,056	81.87	81.42	100

**Appendix 3****Pork Antitrust MRI Data****Digital Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Devices used to use the Internet/last 30 days: E-reader	5,719	82.25	2.79	100
Devices used to use the Internet/last 30 days: iPod or other MP3 Player	2,451	82.85	1.19	101
Devices used to use the Internet/last 30 days: Video game console	19,249	81.44	9.38	99
Devices used to use the Internet/last 30 days: Television	47,557	81.41	23.18	99
Visited a chat room/past 30 days	10,816	79.35	5.27	97
Used e-mail/past 30 days	156,233	82.02	76.15	100
Used instant messenger/past 30 days	146,120	81.84	71.22	100
Participated in online dating/past 30 days	5,491	74.89	2.68	91
Made a purchase for personal use (on the Internet)/past 30 days	118,874	82.13	57.94	100
Made a purchase for business use (on the Internet)/past 30 days	28,994	81.81	14.13	100
Obtained information to help make a purchase/past 30 days	74,207	82.91	36.17	101
Made personal or business travel plans online/past 30 days	44,984	81.15	21.93	99
Played games online/past 30 days	69,522	82.95	33.88	101
Downloaded a video game/past 30 days	27,323	81.72	13.32	100
Used on-line gambling site/past 30 days	3,261	82.32	1.59	100
Obtained financial information online/past 30 days	66,190	82.33	32.26	100
Tracked investments/Traded stocks, bonds or mutual funds online/past 30 days	29,437	81.89	14.35	100
Paid bills online/past 30 days	117,497	81.59	57.27	99
Obtained the latest news/current events online/past 30 days	100,119	82.19	48.80	100
Obtained sports news/information online/past 30 days	62,230	82.19	30.33	100
Obtained information for new/used car purchase online/past 30 days	25,457	82.32	12.41	100
Obtained information about real estate online/past 30 days	32,966	82.16	16.07	100

**Appendix 3****Pork Antitrust MRI Data****Digital Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Obtained medical information online/past 30	66,312	81.90	32.32	100
Obtained childcare or parenting information online/past 30 days	13,165	82.12	6.42	100
Obtained information about entertainment or celebrities	57,159	81.74	27.86	100
Looked for employment online/past 30 days	29,851	80.23	14.55	98
Looked for recipes online/past 30 days	90,501	83.18	44.11	101
Took an online class or course/past 30 days	20,783	80.74	10.13	98
Visited a TV network or TV show's website/past 30 days	39,282	81.66	19.15	100
Looked at TV listings online/past 30 days	18,441	80.65	8.99	98
Looked up movie listings or showtimes online/past 30 days	44,230	81.70	21.56	100
Downloaded a TV program/past 30 days	9,141	80.97	4.46	99
Watched a TV program online/past 30 days	42,978	81.83	20.95	100
Downloaded a movie/past 30 days	19,385	82.68	9.45	101
Watched a movie online/past 30 days	64,235	80.44	31.31	98
Watched other online video/past 30 days	52,167	81.34	25.43	99
Visited online blogs/past 30 days	25,776	80.97	12.56	99
Wrote online blog/past 30 days	3,300	80.43	1.61	98
Posted a comment or review on a blog, online forum, message or bulletin board/past 30 days	23,712	81.60	11.56	99
Made a phone call online/past 30 days	75,997	81.80	37.04	100
Used video chat/past 30 days	59,258	80.58	28.88	98
Uploaded or added video to website/past 30 days	16,486	80.12	8.04	98
Shared photos through Internet website/past 30 days	69,740	82.14	33.99	100
Sent an electronic greeting card/past 30 days	10,335	80.52	5.04	98
Total time spent yesterday using the Internet (does not include email): 10+ hours	15,244	80.17	7.43	98
Total time spent yesterday using the Internet (does not include email): 5-10 hours	34,892	79.97	17.01	97
Total time spent yesterday using the Internet (does not include email): 2-5 hours	55,709	82.59	27.15	101

### Appendix 3

#### Pork Antitrust MRI Data

#### Digital Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Total time spent yesterday using the Internet (does not include email): 1-2 hours	36,473	82.61	17.78	101
Total time spent yesterday using the Internet (does not include email): 1/2-1 hour	20,492	83.17	9.99	101
Total time spent yesterday using the Internet (does not include email): less than 1/2 hour	11,998	82.81	5.85	101
Total time spent last Saturday using the Internet (does not include email): 10+ hours	10,807	80.14	5.27	98
Total time spent last Saturday using the Internet (does not include email): 5-10 hours	27,611	79.90	13.46	97
Total time spent last Saturday using the Internet (does not include email): 2-5 hours	52,509	81.78	25.59	100
Total time spent last Saturday using the Internet (does not include email): 1-2 hours	37,503	82.50	18.28	101
Total time spent last Saturday using the Internet (does not include email): 1/2-1 hour	22,109	83.27	10.78	102
Total time spent last Saturday using the Internet (does not include email): less than 1/2 hour	14,412	82.96	7.02	101
Total time spent last Sunday using the Internet (does not include email): 10+ hours	9,243	78.29	4.50	95
Total time spent last Sunday using the Internet (does not include email): 5-10 hours	24,702	79.92	12.04	97
Total time spent last Sunday using the Internet (does not include email): 2-5 hours	50,666	82.29	24.69	100
Total time spent last Sunday using the Internet (does not include email): 1-2 hours	38,373	81.94	18.70	100
Total time spent last Sunday using the Internet (does not include email): 1/2-1 hour	22,717	82.85	11.07	101
Total time spent last Sunday using the Internet (does not include email): less than 1/2 hour	16,031	83.79	7.81	102

\* Projections relatively unstable, use with caution

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: All  
No Audit Report Was Generated



**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Website or search engines used/last 30 days: Ask.com	1,888	81.68	0.92	100
Website or search engines used/last 30 days: Bing.com	19,771	84.10	9.64	103
Website or search engines used/last 30 days: Google.com	171,335	82.00	83.51	100
Website or search engines used/last 30 days: Yahoo.com	37,833	82.49	18.44	101
Chat, Instant Messenger, video chat used/last 30 days: Facebook Messenger	105,926	82.44	51.63	101
Chat, Instant Messenger, video chat used/last 30 days: FaceTime	56,334	80.92	27.46	99
Chat, Instant Messenger, video chat used/last 30 days: Google Hangouts	9,459	80.75	4.61	98
Chat, Instant Messenger, video chat used/last 30 days:	17,226	80.34	8.40	98
Chat, Instant Messenger, video chat used/last 30 days: Snapchat Chat	34,703	80.44	16.91	98
Chat, Instant Messenger, video chat used/last 30 days: WeChat	1,711	73.13	0.83	89
Chat, Instant Messenger, video chat used/last 30 days: WhatsApp	28,715	76.55	14.00	93
Subscribes to Amazon Prime	99,653	82.57	48.57	101
E-mail used/last 30 days: AOL Mail	11,822	83.38	5.76	102
E-mail used/last 30 days: Gmail	115,528	81.38	56.31	99
E-mail used/last 30 days: Outlook	44,750	82.28	21.81	100
E-mail used/last 30 days: Yahoo! Mail	44,962	81.74	21.91	100
ENTERTAINMENT Websites/apps visited or used in last 30 days: ABC	12,727	81.93	6.20	100
ENTERTAINMENT Websites/apps visited or used in last 30 days: BuzzFeed	14,509	80.08	7.07	98
ENTERTAINMENT Websites/apps visited or used in last 30 days: CBS	12,633	80.56	6.16	98
ENTERTAINMENT Websites/apps visited or used in last 30 days: Disney.com	4,883	79.70	2.38	97
ENTERTAINMENT Websites/apps visited or used in last 30 days: Fandango	10,343	80.43	5.04	98
ENTERTAINMENT Websites/apps visited or used in last 30 days: Fox.com/FOX NOW	11,533	82.51	5.62	101

**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
ENTERTAINMENT Websites/apps visited or used in last 30 days: IMDb	20,345	80.80	9.92	99
ENTERTAINMENT Websites/apps visited or used in last 30 days: MSN Entertainment	3,421	81.98	1.67	100
ENTERTAINMENT Websites/apps visited or used in last 30 days: MTV	4,156	79.61	2.03	97
ENTERTAINMENT Websites/apps visited or used in last 30 days: NBC	10,900	80.69	5.31	98
ENTERTAINMENT Websites/apps visited or used in last 30 days: PBS.org or PBS Video	8,189	82.23	3.99	100
ENTERTAINMENT Websites/apps visited or used in last 30 days: Popsugar	1,711	77.28	0.83	94
ENTERTAINMENT Websites/apps visited or used in last 30 days: Ticketmaster	14,401	80.26	7.02	98
ENTERTAINMENT Websites/apps visited or used in last 30 days: Vevo.com	2,814	82.09	1.37	100
ENTERTAINMENT Websites/apps visited or used in last 30 days: Yahoo! Entertainment	6,769	80.37	3.30	98
FINANCE Websites/apps visited or used in last 30 days: MSN Money	7,681	79.45	3.74	97
FINANCE Websites/apps visited or used in last 30 days: TheStreet	3,985	82.16	1.94	100
FINANCE Websites/apps visited or used in last 30 days: Yahoo! Finance	1,545	78.26	0.75	95
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Answers.com/WikiAnswers	7,459	79.38	3.64	97
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: eHow.com	7,647	80.35	3.73	98
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: WebMD	5,604	81.23	2.73	99
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: WhitePages	47,537	81.98	23.17	100
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Wikipedia	6,966	85.08	3.40	104
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Yahoo! Answers	49,098	81.42	23.93	99
	6,668	79.93	3.25	97

**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience (000)</u>	<u>% Coverage</u>	<u>% Composition</u>	<u>Index</u>
INFORMATION/REFERENCE Websites/apps visited or used in last 30 days: Zillow	34,285	81.58	16.71	99
JOBS/CAREERS Websites/apps visited or used in last 30 days: CareerBuilder	5,707	80.30	2.78	98
JOBS/CAREERS Websites/apps visited or used in last 30 days: Indeed.com or Indeed Jobs	27,801	80.01	13.55	98
JOBS/CAREERS Websites/apps visited or used in last 30 days: Monster	3,948	79.38	1.92	97
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: ABCNews	17,123	81.43	8.35	99
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: BBC.com	12,355	78.88	6.02	96
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: CBSNews	12,297	80.95	5.99	99
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: CNN	32,142	79.41	15.67	97
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: FOX News	31,164	84.43	15.19	103
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: HuffPost	14,162	78.84	6.90	96
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: NBCNews	11,986	82.04	5.84	100
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: NYTimes.com	28,158	79.78	13.72	97
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: Reuters	5,920	80.40	2.89	98
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: The Washington Post	19,592	79.26	9.55	97
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: USAToday.com	17,984	81.59	8.77	99
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: WSJ.com	17,635	80.24	8.60	98
NEWS/COMMENTARY Websites/apps visited or used in last 30 days: Yahoo! News	15,480	81.44	7.54	99
SHOPPING Websites/apps visited or used in last 30 days: Amazon	114,651	81.65	55.88	100
SHOPPING Websites/apps visited or used in last 30 days: Coupons	5,472	79.77	2.67	97

**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
SHOPPING Websites/apps visited or used in last 30	37,839	82.55	18.44	101
SHOPPING Websites/apps visited or used in last 30	18,018	80.77	8.78	98
days: Groupon				
SHOPPING Websites/apps visited or used in last 30	1,538	81.54	0.75	99
days: LivingSocial				
SHOPPING Websites/apps visited or used in last 30	9,264	83.98	4.52	102
days: Overstock				
SPANISH LANGUAGE Websites/apps visited or used in	5,001	79.07	2.44	96
last 30 days: Telemundo.com				
SPANISH LANGUAGE Websites/apps visited or used in	5,580	81.70	2.72	100
last 30 days: Univision or Univision NOW				
SPANISH LANGUAGE Visited or used in last 30 days: Any	8,645	80.02	4.21	98
spanish language website/app				
SPORTS Websites/apps visited or used in last 30 days:	8,557	81.51	4.17	99
BleacherReport.com or B-R				
SPORTS Websites/apps visited or used in last 30 days:	7,224	84.10	3.52	103
CBSSports				
SPORTS Websites/apps visited or used in last 30 days:	36,474	81.91	17.78	100
SPORTS Websites/apps visited or used in last 30 days:	14,446	82.56	7.04	101
FOX Sports				
SPORTS Websites/apps visited or used in last 30 days:	8,217	82.74	4.01	101
MLB.com/MLB.com At Bat				
SPORTS Websites/apps visited or used in last 30 days:	4,031	86.51	1.96	105
NASCAR				
SPORTS Websites/apps visited or used in last 30 days:	9,247	77.99	4.51	95
NBA				
SPORTS Websites/apps visited or used in last 30 days:	5,263	81.40	2.56	99
NBCSports.com				
SPORTS Websites/apps visited or used in last 30 days:	16,331	83.12	7.96	101
NFL.com or NFL/NFL Mobile				
SPORTS Websites/apps visited or used in last 30 days:	3,006	81.77	1.47	100
SPORTS Websites/apps visited or used in last 30 days:	7,623	81.68	3.72	100
Yahoo! Sports				
TECHNOLOGY Websites/apps visited or used in last 30	6,821	80.87	3.32	99
days: CNET				
TRAVEL/MAPS Websites/apps visited or used in last 30	14,592	76.78	7.11	94
days: Airbnb				

**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Bings Maps	2,274	82.52	1.11	101
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Cheap Tickets	7,400	79.52	3.61	97
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Expedia	15,264	80.17	7.44	98
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Google Maps	85,563	81.58	41.70	99
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Hotels.com	11,705	81.11	5.71	99
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Hotwire	3,493	79.40	1.70	97
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Lyft	9,565	74.64	4.66	91
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Orbitz	21,578	84.46	10.52	103
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Priceline	3,815	77.65	1.86	95
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Travelocity	6,504	78.71	3.17	96
TRAVEL/MAPS Websites/apps visited or used in last 30 days: TripAdvisor	9,495	84.31	4.63	103
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Uber	13,166	81.43	6.42	99
TRAVEL/MAPS Websites/apps visited or used in last 30 days: Yahoo! Maps	19,158	76.61	9.34	93
WEATHER Websites/apps visited or used in last 30 days: AccuWeather	8,351	83.19	4.07	101
WEATHER Websites/apps visited or used in last 30 days: The Weather Channel (weather.com)	34,862	82.40	16.99	100
WEATHER Websites/apps visited or used in last 30 days: WeatherBug	76,885	82.52	37.47	101
WEATHER Websites/apps visited or used in last 30 days: Weather Underground (wunderground.com)	10,484	86.30	5.11	105
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Facebook	8,612	84.57	4.20	103
	133,950	82.49	65.29	101

**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Flickr	1,628	81.87	0.79	100
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Google Photos	32,429	81.45	15.81	99
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Instagram	68,976	80.35	33.62	98
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: LinkedIn	26,130	78.97	12.74	96
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Periscope	895	79.12	0.44	96
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Pinterest	43,528	82.85	21.22	101
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Reddit	13,592	79.84	6.62	97
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Shutterfly	6,031	84.81	2.94	103
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Snapchat	43,304	80.83	21.11	99
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Tumblr	5,310	79.11	2.59	96
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Twitch	6,414	79.52	3.13	97
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Twitter	30,283	80.05	14.76	98
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Vimeo	4,516	80.81	2.20	99
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: Yelp	12,668	78.07	6.17	95
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Websites/apps visited or used in last 30 days: YouTube	109,911	81.31	53.57	99

**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
SOCIAL MEDIA/PHOTO/VIDEO-SHARING Visited or used in last 30 days: Any	165,108	81.88	80.47	100
Socializing/Networking/Photos/Video-sharing services				
Activities using social media, photo or video-sharing site: Updated status/last 30 days	54,056	81.50	26.35	99
Activities using social media, photo or video-sharing site: Updated profile/last 30 days	42,429	81.04	20.68	99
Activities using social media, photo or video-sharing site: Posted a picture/last 30 days	92,241	81.77	44.96	100
Activities using social media, photo or video-sharing site: Used a filter on a picture/last 30 days	28,035	80.03	13.66	98
Activities using social media, photo or video-sharing site: Posted a video/last 30 days	42,031	80.78	20.49	98
Activities using social media, photo or video-sharing site: Posted a website link/last 30 days	26,973	81.04	13.15	99
Activities using social media, photo or video-sharing site: Visited a friend's profile or page/last 30 days	99,534	82.32	48.51	100
Activities using social media, photo or video-sharing site: Commented on a friend's post/last 30 days	95,620	82.68	46.60	101
Activities using social media, photo or video-sharing site: Posted a blog entry/last 30 days	5,256	78.94	2.56	96
Activities using social media, photo or video-sharing site: Rated or reviewed a product or service/last 30 days	19,178	81.75	9.35	100
Activities using social media, photo or video-sharing site: Sent a message or e-mail/last 30 days	104,652	82.27	51.01	100
Activities using social media, photo or video-sharing site: Used Instant Messaging/IM/last 30 days	40,687	82.44	19.83	101
Activities using social media, photo or video-sharing site: Played a game/last 30 days	43,902	82.93	21.40	101
Activities using social media, photo or video-sharing site: Invited people to an event/last 30 days	18,791	81.14	9.16	99
Activities using social media, photo or video-sharing site: Sent a real or virtual gift/last 30 days	4,847	80.88	2.36	99
Activities using social media, photo or video-sharing site: Posted that you "like" something/last 30 days	83,462	82.70	40.68	101



**Appendix 4****Pork Antitrust MRI Data****Websites and Social Media Usage: Households: Used in Last 6 Months: Pork (Chops) or Other Pork Meat Fresh/Frozen or Pork (Roasts) or Bacon and Breakfast Strips or Sausage or Cold Cuts or Ham or Salami or Cooked Hams**

	<u>Audience</u> <u>(000)</u>	<u>%</u> <u>Coverage</u>	<u>%</u> <u>Composition</u>	<u>Index</u>
Activities using social media, photo or video-sharing site: "Followed" or became a "fan of" something or someone/last 30 days	50,483	81.78	24.60	100
Activities using social media, photo or video-sharing site: Clicked on an advertisement/last 30 days	37,960	81.80	18.50	100
Activities using social media, photo or video-sharing site: Watched a video/last 30 days	107,480	81.29	52.38	99
Activities using social media, photo or video-sharing site: Posted your current location/last 30 days	19,878	81.30	9.69	99
Activities using social media, photo or video-sharing site: Re-posted or shared a post created by someone else/last 30 days	48,003	82.62	23.40	101

\* Projections relatively unstable, use with caution

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: All  
No Audit Report Was Generated